

abc

WBRZ

News 2 Louisiana

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Patricia Cheramie
General Manager

November 8, 2004

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Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S. W.
Washington, D. C. 20554

RE: MB Docket No. 04-233
"Localism"

Dear Ms. Dortch:

Enclosed you will find our comments to you concerning our commitment to serving our local community. We take our service to our viewers and our community very seriously.

If you have any other questions, please let me know.

Sincerely,



Pat Cheramie
General Manager

PC/jb

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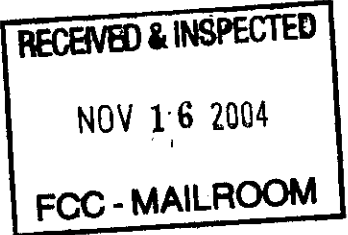
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LOCALISM INITIATIVES

*WBRZ-TV Baton Rouge, Louisiana
Community Service*



Local News

- Provide details on your station's investment in local news
- How many local newscasts are aired per week?
- What percentage of your daily programming is devoted to local news?
- Has your station added newscasts in the morning or at other times?

We have approximately 58 employees in news and produce about 30 hours per week of news programs, as listed below

- | | |
|----------------------------------------------------------------------------------------|------------|
| 1. 2une-In 5a.m-7a.m Mon.-Fri. | 10 hours |
| 2. Noon News 12:00 – 1:00 p.m. Mon.-Fri. | 5 hours |
| 3. 4 PM Newscast 4p.m.-4:30p.m. | 2.5 hours |
| 4. 5 PM Newscast 5p.m.-5:30p.m. | 2.5 hours |
| 5. 6 PM Newscast 6p.m.-6:30p.m. | 2.5 hours |
| 6. 10PM Newscast 10p.m.-10:30p.m. | 2.5 hours |
| 7. 10PM Repeat | 2 .5 hours |
| 8. A wheel of news repeats on our cable channel for a total of about 30 hours per week | |

We have 24 hours of programming with 5 hours of news, which is about 20% of our daily programming. We have a 2 hour morning show Monday through Friday from 5 a.m. to 7:00 a.m., and a 4 p.m. newscast Monday through Friday.

- Give examples of how your website is used to enhance local news coverage.

We have partnered with our local newspaper "The Advocate" and have a combined website. On our website are regular features such as "Suburban and State;" People; Columnists, Opinions; and Around Town." Our website has weather coverage with "TrueView Doppler Radar" to provide our community with "up-to-the-minute" weather conditions and traffic coverage. We also have links for election coverage; missing children in Louisiana; and Advice from the Pros, which helps the public answers to consumer concerns.

- Are editorials on local issues regularly included in the local newscasts? Give examples.

We do not have a regularly scheduled editorial time slot, but our owner periodically does editorials on matters that greatly affect our viewers.

Local Public Affairs

- Describe all daily or weekly programs devoted to local public affairs, local politics, community activities, and similar issues, and indicate length of such programs.
- Describe the nature of such programs (call-in shows with community or political leaders, interviews, issues highlights).

1. Sunday Journal – weekly 7:30 a.m. to 8:00 a.m.
2. 2une-In – Monday – Friday 5:00 a.m. to 7:00 a.m.
3. 2 On Your Side – weekly on Thursdays on News at 6p.m.
4. and weekly on Sundays on Channel 2 News at 5:30 p.m.
5. Local Community Calendar that runs ongoing PSAs
6. Regularly on 2une-In we have call-in segments with community and political leaders to allow our viewers to ask questions on current issues facing our community and our local government.

Some Sunday Journal shows have included:

Challenges of New Governor of Louisiana
Reflections and Remembrances of Martin Luther King
Catholic School Week in South Louisiana
Return of Louisiana National Guard 239th Military Police after two years
The St. Paul Adult Learning Program
Baton Rouge Woman's Work Helping Drug Addicts
Susan G. Komen Race for the Cure
How to Protect your Children and Pets
American Heart Association – Reducing the Risk of Developing Cardiovascular Disease
National Conference for Community and Justice
Honoring Baton Rouge's outstanding community servants
One Year Anniversary of Operation Iraqi Freedom
Celebrating 50th Anniversary of ARC-Baton Rouge
(gives handicap people hope and a second chance at life)
Exploring the World of Charter Schools
Life After 50 – A Safe Family Event
Literacy for Life – A call to awareness and action to fight the problem of Illiteracy across Louisiana
Juvenile Justice Reform
The Greatest Generation – Veterans who served their country

- Are there regularly scheduled segments on local public affairs included in your local newscasts? How often? How long are such segments? Give examples.
 1. Weekly 3-4 minute segment in morning show with city parish director of public works to discuss traffic problems and solutions.
 2. Weekly 2-3 minute segment in morning show to deal with health problems affecting women, such as cancer and heart disease.
 3. Daily 2-3 minute segment in 5 PM news on health issues and medical breakthroughs.
 4. Crimestoppers runs approximately 43 times per week ... various times throughout the day and during our evening newscasts on Saturday and Sunday.
 5. Weekly 30 minute show on numerous public affairs issues. It airs every Sunday
 6. Weekly :30 "Community Calendar" and "2une In Calendar" that airs numerous times per week

Creating or Selecting Programming

- Describe your station's efforts and practices for determining the types of programming you air. For example, do you hold regularly scheduled meetings with community leaders, or have an open door policy, accept and review emailed suggestions, conduct polls of your local audience, perform auditorium tests of various programming, etc. Give examples.

All emails and letters concerning programming are read and answered by either the General Manager or the programming department.

- Preemptions: provide any examples when your station preempted network programming in order to air other programming of more interest to your local community, such as local political debates, local sporting events, or because the network programming diverged from local community standards.
 1. Gubernatorial Inauguration Ceremonies – Monday, January 12
 2. Parade of Champions – Saturday, January 24
 3. Sugar Bowl Rebroadcast – Saturday, February 7
 4. Senatorial Forum – Monday, October 11
 5. Children's Miracle Network Telethon – 1st weekend in June
 6. Mary Bird Perkins Cancer Research Auction
 7. Town Meetings on Safe Family tips for women when the area had a serial killer

Emergency Programming

- Describe any live and/or on-the-scene coverage of emergencies, weather, traffic, crime, and similar events, including any positive impact of your coverage on the local community.
 1. Cut-ins and wall to wall coverage of hurricanes and other major weather events.
 2. Cut-ins and wall to wall coverage of any local chemical plants leakages or other emergencies that impact local neighborhoods and the community.
 3. Cut-ins and wall to wall coverage of all police task force reports on the serial killer as well and the trials and verdicts.
 4. Traffic information and live camera shots 12 times in the morning show 5-7 AM and constantly updated online 24/7 with multiple cameras located throughout the city.
 5. Any event which impacts our community is usually covered with live cut-ins.
 6. The Department of Public Works is a weekly guest on the morning show and answers questions live from viewers. He also takes emails on traffic/sewer problems through WBRZ's website. The State Transportation Director and other Parish Transportation Directors are occasional guests on the morning show to take viewer call on traffic issues.
- Describe your station's investment in ENG or weather forecasting equipment. . Does your station participate in AMBER or EAS (e.g., as a Local Primary or Monitoring Station)?

WBRZ has 4 ENG news trucks with microwave and KU capabilities. The station recently added nearly \$200,000 in new weather forecasting equipment from WSI Weather Producer Sky Tracker Radar. WBRZ does participate in AMBER alert and EAS.

Political Programming

- Describe any candidate debates sponsored or aired. Include examples of candidates declining debate offers.

Senatorial Debate on Monday, October 11.

- Does your station offer candidates other types of free air time? Give examples, and include examples of candidates declining offers of free air time.
 1. Sunday Journal (30 minute program) – July 18 through September 12 interviewed, individually, seven mayoral candidates
 2. Each mayoral candidate is offered free time in our newscasts.
 3. WBRZ also gave the mayoral candidates and the top four U.S. Senate candidates three minutes of free time in its 6 PM newscast.
 4. All news shows had candidate interviews for the past several months.
- Describe your station's efforts to analyze important political/ballot issues or candidates.

During every political year, WBRZ carries indepth stories to inform our viewers on ballot issues (pro and con) to educate our viewers on what each issue is that is to be voted on. We advise what is on the ballot and how it will impact our community. Public Affairs Research Council, League of Women Voters, Louisiana Association of Business and Industry and other watchdog associations are on several newscasts to discuss political issues. Louisiana State University and Southern University political science professors are used in daily newscasts and on elections nights to analyze candidates and issues.

- Are local political issues discussed, or candidates interviewed, during newscasts or public affairs programming on a regular basis?

Local political issues and candidates are covered in all our newscasts, and candidates are interviewed in-depth on 2une-In.

- Does the station cover local campaign and/or convention events? Give examples.

During all elections, we cover all gatherings around the city that candidates participate in, such as forum sponsored by various homeowners associations and other organizations such as The League of Women Voters. On election nights, we have on-air coverage as the votes come in, and we have reporters posted at all major candidates campaign headquarters to provide our viewers with up-to-the-minute coverage of elections, both national and local. All coverage from ABC on conventions and elections is carried by WBRZ. All local elections of significance are given extended live coverage on WBRZ—Mayoral, Gubernatorial, etc.

- Describe the station's participation in promoting voter registration drives.

We run PSAs and do news stories to encourage those in our viewing area to register to vote.

- Give examples of how your website is used to enhance political coverage.

We have a link on our website devoted to the coverage of local and national elections, which provides a link to the Secretary of State's website for information on how to register to vote, provides sample ballots, and how the election process works. We also have a site designated to allow the public to let others know why they feel it is important to vote. We have interactives on elections which provides sites such as Election Overview; Elections Made Easy, and Candidate Video Profiles. The website is a converged effort with the local newspaper which has extensive political coverage.

Civic, Cultural and Other Community-Responsive Programming

- Describe any coverage of local events, such as local sports, museum openings, fairs, holiday events, local theater, fire or police outreach events. Give examples.

It is very important to us to give our viewers full coverage of all local events.

On the college level, we provide complete sports coverage of our two local football teams (LSU and Southern); as well as the LSU baseball team, basketball team, track and field events; women's sports, such as softball, track and field, gymnastics, etc. We cover all high school sports and run the 30 minute "Friday Night Football" show during the season.

We participate in and/or sponsor various local events such as the Hot Air Balloon National Championships held in Baton Rouge; the Gonzales Jambalaya Festival; the Hammond Strawberry Festival; the Gonzales Oktoberfest; and we have been a major sponsor in the Fourth of July Fireworks, which has been presented for many years.

Our news department covers area Christmas decorations at home and subdivision in our area with our "Lights Before Christmas."

- Describe any PSAs local groups or addressing local issues, including the number of PSAs aired per week. Give examples of any particularly successful campaigns.

Project Exile – Cutting down on the purchase of illegal guns. Runs approx. 8 times per week.

Pneumonia – Importance of getting a pneumonia shot. Seniors are high risk, dangerous year round, and there are safe vaccinations for prevention. Runs approx. 10 times per week.

United Way (Disaster Relief) – Informs the community about their importance and shows those in need that there's a place to go for help. Runs approx. 12 times per week.

OINK (Campaign) – Help keep the streets of Baton Rouge clean. Runs approx. 12 times per week.

Mosquito Abatement and Rodent Control – Importance of discarding sitting water because of mildew and larva that grows in unusual places. Runs approx. 10 times per week.

United Way (Pledge Campaign) – Make a pledge to help local Area United Way. There were 5 different versions of this PSA. Runs approx. 17 times per week.

America's Wetland – Importance of saving Louisiana Coast line from erosion. There were 5 different versions of this PSA. Runs approx. 16 times per week.

Boy Scouts – Help support local chapters of The Boy Scouts. Runs approx. 12 times per week.

Serve Baton Rouge – Serving as a mentor or tutor to youth in Baton Rouge Community. There were 2 different versions of this PSA. Runs approx. 8 times per week.

Louisiana Association Of Broadcasters – Visit state historic parts and museums. Runs approx. 15 times per week.

The Rotary Club Adult Literacy PSA Campaign airs approximately 20 times per week, and WBRZ has done two 30-minute shows on this issue, one of which was shared with cable and other commercial stations for re-airing.

- Describe your station's coverage of important issues affecting the local community, such as consumer rip-offs, smoking and other health hazards, safety, drinking & driving, domestic abuse, and similar issues.
1. WBRZ is a Safe Family Station and does consumer tips on all issue and alerts on breaking health issues (West Nile Virus, i.e.) and other breaking news issues.
 2. WBRZ has a special news community correspondent who attends many community and civic events to talk about Safe Family issues.
 3. WBRZ invites the BBB executive director on one of its newscasts when there is a consumer rip-off notice from BBB. Same with the Attorney General staff.

Music

- Does your station provide on-air opportunities for local artists, either periodically or on a regular basis? Are local artists promoted, interviewed? Give examples. Does your station try to air music **in** less mainstream genres (*e.g.*, jazz, classical, bluegrass/roots, etc.) or offer formats new to the community? Give examples.

Periodically, musicians and local artists are invited to appear on our morning show.

Station Participation in Community Activities

- Give examples of your station's support of non-profit and charity initiatives, such as telethons and other efforts on behalf of the March of Dimes, United Way, Make-A -Wish, etc. Are station executives on the boards of such groups?

Children's Miracle Network Telethon

Feed-A-Family

Dreams Come True – Our director of sales is a board member and we sponsor the “Lexus Shootout” which raises \$45,000 a year for kids with terminal illnesses. 99% of all funds raised go to the children.

Alzheimer's Services “Walk to Remember.” One of our sales associates is a board member of this organization.

Susan G. Komen Race for the Cure

American Heart Association Walk/Reduce Your Risk

Pat's Coats for Kids – WBRZ, along with Kean's the Cleaner, Boy Scouts of America, and The Salvation Army collect coats for needy children in our area. We are in our 17th year, and have collected more than 142,000 coats.

Choose to Care

WBRZ's managers and newspeople are on dozens of community boards from Alzheimers to the Zoo. The GM personally has chaired several boards has served on many others including Boy Scouts, YMCA, Rotary, Hospice, LSU Pennington Foundation, Academic Distinction Fund, BBB, Speech and Hearing Foundation, to name a few. The President and owner is or has served on Baton Rouge Area Foundation, LSU Tiger Athletic Foundation, Louisiana Nature Conservancy, YMCA, Chamber of Commerce, Baton Rouge Green, and the Manship Family has given millions of dollars to area non-profits and community and art associations including the Manship School of Mass Communications, The Challenger Learning Center, the Paula Garvey Manship Branch of the YMCA, LSU Tiger Athletic Foundation and Art Museum, and this goes on and on.

- Provide examples of how your station promotes causes not tied to a particular organization, such as health screenings, free vaccinations, nutritional advice, community fundraisers, blood drives, disaster relief efforts, etc.
 1. Colon Cancer Screening Project
 2. Prostate Cancer Screening Project
 3. Fill a Prescription for the Needy
 4. Hollydays
 5. Flu Shots for the Elderly

- Give examples of station involvement in education initiatives, such as partnering with schools to promote their needs for school supplies, or promoting immunizations or after school programs.

1. WeatherNet2
2. School supply drive with Salvation Army
3. School supply drive with 100 Black Men

- Does your station cover school board or PT A meetings, or important education-related issues? Give examples.

WBRZ generally has an education reporter who covers all school board meetings and all major PTA and other education gatherings that deal with current issues.

- Give examples of how your website is used to promote community service/involvement.

We have a link for “Community Projects,” which lists different organizations that are looking for volunteers and how to contact them.